

Message Text

UNCLASSIFIED

PAGE 01 RABAT 00480 051705Z

62

ACTION AF-05

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /013 W

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R 051622Z FEB 74

FM AMEMBASSY RABAT

TO SECSTATE WASHDC1064

USDOC

INFO AMCONGEN CASABLANCA POUCH

UNCLAS RABAT 0480

E.O. 11652: N/A

TAGS: BEXP MO

SUBJECT: U.S. PARTICIPATION IN AFRICAN CONGRESS FOR PROCESSING
FOODS

FOR AF/N AND COMMERCE/BIC

REF: STATE 016762 AND CASABLANCA A-89

1. IF USG IS SERIOUS ABOUT PROMOTING U.S. AGRI-BUSINESS INVESTMENT IN MOROCCO, EMBASSY BELIEVES WE ARE MISSING A BET IN NOT ASSURING EFFECTIVE U.S. SHOWING AT THIS CONFERENCE. AS CASABLANCA'S A-89 POINTS OUT, IT WILL HAVE AUDIENCE OF ABOUT 250 INCLUDING KEY LOCAL OFFICIALS AND BUSINESSMEN IN AGRIBUSINESS FIELD. MORE-OVER, CONFERENCE'S FORMAT GOES WELL BEYOND MERE SHOW OF EQUIPMENT. SUBJECTS TO BE DISCUSSED AT SCHEDULED SEMINARS COVER ENTIRE RANGE OF AGRIBUSINESS PLANNING, MANAGING AND OPERATING TECHNIQUES. THIS SEEMS TO US PERFECT GOOD OPPORTUNITY TO PROMOTE U.S. INVESTOR INTEREST AND CAPABILITIES, INFORM OURSELVES MORE ON INVESTMENT POSSIBILITIES, AND PERHAPS SELL SOME EQUIPMENT AS WELL, ALL AT MINIMAL COST TO USG.

2. WE HAVE IN MIND COMMERCE DEPARTMENT REPRESENTATIVE WHO COULD PRESENT A PAPER, MAKE CONTACTS, AND PERHAPS ALSO SPEND A FEW DAYS IN STUDY AND TRAVEL HERE. ADDITIONALLY, SOME DETERMINED STATE/COMMERCE LOBBYING MIGHT SUCCEED IN ENLISTING PRIVATE U.S. BUSINESSMEN AS WELL, PERHAPS FROM OR THROUGH AGRIBUSINESS COUNCIL. JUDGING FROM STATE
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PAGE 02 RABAT 00480 051705Z

20767, ARTHUR D. LITTLE MIGHT BE ONE CANDIDATE.

3. TO ANSWER QUESTIONS POSED REFTEL: (A) INQUIRIES SHOULD BE ADDRESSED TO MUSTAPHA ALAOUI-FDILI, OFFICE D'EXPORTATION ET COMMERCIALISATION, 45, AVENUE DE L'ARMEE ROYALE, CASA-BLANCA; (B) EXHIBITION SPACE AVAILABLE IN 9 SQUARE METER INCREMENTS AT US \$45 PER SQUARE METER; (C) REGISTRATION DEADLINE FOR EXHIBITORS MARCH 1, 1974 (NOMINAL DEPOSIT REQUIRED);(D) UNIDO MAY SPONSOR CONGRESS IN A DIFFERENT AFRICAN COUNTRY EACH YEAR, IF THIS YEAR'S CONFERENCE IS SUCCESSFUL.

4. PLEASE ADVISE.NEUMANN

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NNN

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